

In Bolivia, Illiteracy Curbs Anti-U.S. Drive

Tirades in the Press Fail to Reach Most of Population

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Special to The New York Times

LA PAZ, Bolivia—One indication of the high level of illiteracy in this land today is the continued friendliness that so many Bolivians manifest toward North Americans.

Since the left-wing military coup d'état here Sept. 26, and particularly since the nationalization of the Gulf Oil Company's operations Oct. 17, Bolivian newspapers have taxed their staffs

The Talk of La Paz

in an anti-United States press campaign unmatched in the Western Hemisphere outside Cuba.

In papers from the right-wing, church-owned *Presencia* to the far-left *Jornada*, the relatively few literate Bolivians are treated each day to ever more bitter tirades against the United States and Gulf.

But because most of the Bolivians do not read—about 80 per cent of the population of 4.5 million are Indians and they either do not know or prefer not to speak Spanish—the burden of the campaign has fallen on newspaper cartoonists.

The radio stations, which have a wide audience, appear far less anti-gringo, perhaps because of the popularity of North American music and the fact that many stations depend on programs supplied by the United States Information Agency.

Consequently, many Bolivians are fascinated by the latest promotion device of the *Jornada*, which publishes an anti-United States cartoon, entitled "C.I.A." on the lower left hand corner of its first page each day. In Bolivia, as in Chile, the United States agency has become a prime political target.

Jornada's readers and others are advised that if they clip all 80 cartoons in the series and present them to the paper, they will receive an amulet to protect them from the C.I.A. Each day more people, literate or not, are becoming curious about the amulet, which no one on the paper professes to have seen.

Such is the power of the campaign that an increasing number of unsophisticated Bolivians are coming to believe that the C.I.A. is indeed capable of casting spells and wielding other supernatural powers.

THE more sophisticated Bolivians, for their part, are still discussing the latest feature-length Bolivian film, "Yawar Mallku"—"Blood of the Condor" in the Quechua language—which was well received here and in Europe.

Directed by Oscar Soria Gamarra, it was finally released with Spanish subtitles after being banned by the Mayor of La Paz as "a gross affront" to the United States, which, he said, has been "the economic and social mainstay of Bolivia for many years."

"Yawar Mallku" tells of a Peace Corps youth who, under the guise of aiding an Indian community, is actually practicing birth-control experiments. After the Indian chief unmasks the plot, the youth is emasculated and killed.

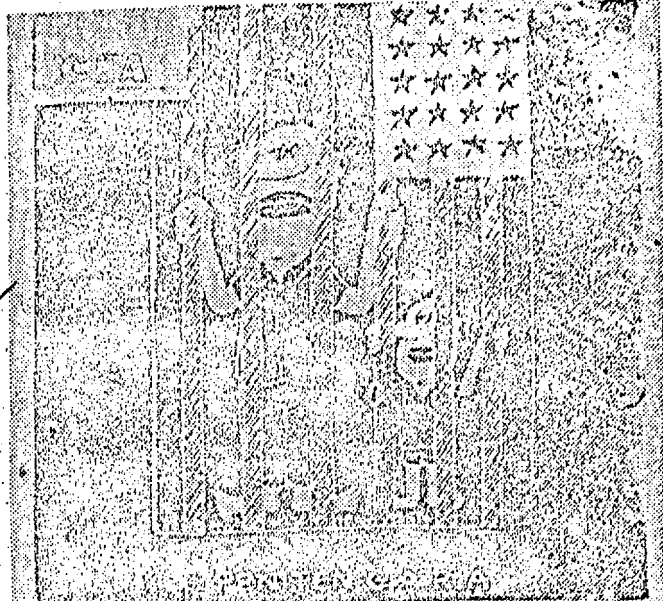
The United States then orders the Bolivian Army to seize the chief, who is wounded in the attempt. The rest of the film depicts how the badly wounded chief comes to La Paz to seek medical aid and is refused it because he is an Indian and, in the context of Andean social life, something less than human—certainly far below the level of Negroes, for example.

"Yawar Mallku" ends with the death of the chief, which causes his people to raise their rifles and swear to avenge his death as they prepare to battle their oppressors.

The film's stand against birth control is attributed to the fact that the population here is kept in check by an inordinately high infant death rate—more than half the infants born here do not live to their fifth year. Forty per cent of the people are said to have some form of tuberculosis or other crippling diseases. Emigration is another population check.

The film denounces those Indians and chollos (persons of mixed blood) who "aspire to emulate Europeans or North Americans" rather than regain their cultural heritage.

THE Bolivian Government's struggle with the United States, which has reduced aid



No. 19

PRESENTE USTED todos los recortes de esta serie de 80 caricaturas y gane un amuleto contra la CIA.

One of the series of 80 anti-C.I.A. cartoons from the front pages of *Jornada*, an afternoon daily. The play on Spanish word for jail is part of the attack on the U.S. intelligence agency. Readers are advised they will receive an amulet to protect themselves if they collect entire series. over, has altered the country's traditional attitudes toward its neighbors.

School children no longer march on public holidays shouting, "Death to Chileans!" Bolivians no longer dwell on the harsh treatment accorded their migrant labor in the sugar-cane fields of northern Argentina. Even neighboring Peru is rarely the butt of crude jokes.

The change stems from Chile's refusal to hold up the shipment of Gulf Oil materials passing through the port of Arica. The company had tried to embargo the shipments after nationalization.

The friendly gestures have tended to mitigate the bitterness engendered here by the 1879 War of the Pacific, which caused this landlocked country to lose its outlet to the sea.

Argentina has become popular because of her recent offers to aid the Bolivians in marketing petroleum and natural gas. Few Bolivians mention that Argentina needs those commodities and also hopes to prevent a further move to the left here.

